

Scottsdale For All

Chronology

Year 1 (2017)

Ideation

- A. Concept creation
 - +Story Corps
 - +City of Tempe poster
- B. Slogan/Name selection
- C. Resources
 - +Photographer
 - +City studio time

Year 2 (2018)

Development, Soft Launch, Phase I

Development

- A. Photo shoots
 - +Image 1 – March
 - +Image 2 – June
- B. Video stories
 - +Recruitment
 - +Five recordings (goal = 1 new video every other month)
- C. Social Media
 - +FaceBook page
 - +City website

Soft Launch

- +Old Town Scottsdale (Chair & Vice Chair, ~130 businesses)
- +All Commissioners – local businesses

Phase I

- A. Poster distribution
 - +Scottsdale Public libraries
 - +Experience Scottsdale
 - +City Council
 - +City Departments: Police, Fire, Senior Centers
 - +City sponsored organizations: Downtown Ambassadors
 - +Office of Diversity events
 - +Local organizations: YMCA, Vista Del Camino
- B. Social Media
 - +FaceBook page management (Cini & Mustafa)
 - +FaceBook boosts
- C. Other Media (Scottsdale Independent, Arizona Republic articles)

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Year 3 (2019)

Full Launch & Refinement

Full Launch

A. Poster Distribution

- +Office of Economic Development
- +Scottsdale Chamber of Commerce
- +Board of Realtors
- +Scottsdale Unified School District
- +Human Services Commission
- +Office of Diversity events incl. new AZ Bike Week

B. Social Media

- +Request for Instagram account

C. Other publicity

- +City of Scottsdale Coffee table book (2020)
- +Scottsdale Stadium banner: Spring Training

Refinement

A. *Scottsdale For All* as “Umbrella” for all ODI & HRC activities

- +Event signage updated
- +Commissioner apparel

B. Postcard creation

C. Closed caption for videos

D. *Frequently Asked Questions*

Year 4 (2020)

Enhancements & Expansion

Enhancements

- +Scottsdale Arabian Horse Show program ad
- +Scottsdale Arts collaboration
- +Improve social media presence: FB enhancements, Instagram strategy

Expansion

- +Redefine “*Success*”
- +Identify wear factors & key indicators for modifications/upgrades
- +Identify ways to consistently refresh & inspire engagement